

Unified Area Command Plan



Deepwater Horizon MC252

Community Outreach Plan
in support of Waste Management



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1 BACKGROUND

BP, the US Coast Guard, the Environmental Protection Agency and other federal, state and local agencies continue to work aggressively along the coastal areas to protect and clean the impacted shorelines as a result of the MC252 Deepwater Horizon incident. This plan addresses the need to engage and keep the community informed about plans for waste management operations throughout the affected areas of Alabama, Florida, Louisiana and Mississippi.

2 ORGANIZATION

Community Outreach teams have been established for affected counties and parishes in Louisiana, Mississippi, Alabama and Florida. Each county/parish is staffed with a team of individuals dedicated to building relationships with stakeholders in the community (including commercial fisherman organizations and local business groups and community organizations), keeping local elected officials and media informed, and monitoring local issues and addressing them, as appropriate.

3 COMMUNITY OUTREACH OBJECTIVES

Obtaining local input, gaining support for, and acceptance of environmentally-sound solutions as well as ensuring that community concerns are addressed, is critical to the success of the overall oil spill response efforts and specifically the waste management plans for each of the affected areas. The plan's goals include:

- Identifying and assessing the individual community needs and responding appropriately with relevant information and actions.
- Working closely with local elected/community leaders to seek their support and participation in community outreach efforts related to waste management.
- Identifying stakeholders that need to be kept informed and engaged going forward with waste management operations.
- Developing accurate and timely information to be disseminated to the community in a variety of methods and languages (print/website/one-on-one public venues).
- Identifying the right tools and/or personnel needed to reach out to key stakeholders.
- Implementing appropriate processes to respond in a timely manner to any potential concerns or complaints from the communities affected in each state.

4 COMMUNITY STAKEHOLDERS

Stakeholders will be identified in each of the affected counties/parishes, including populations within a three mile radius of each staging area.

Stakeholders may include a variety of local elected officials, opinion leaders, groups and associations, including:

- Mayors
- City Managers
- County Commissioners / Parish Presidents
- State representatives
- City/County Health Officers



- Fire Marshals
- Sheriffs/Police
- EOC leaders
- Environmental Justice organizations
- Local ethnic communities and local Indian tribes (including those that may need translations services)
- Religious leaders
- Chambers of Commerce
- Tourism industry leaders
- Business groups
- Fishing organizations
- Bird and Wildlife organizations
- Marina owners
- Recreational vessel groups
- Other NGOs (Sierra Club, Audubon Society, COAST etc.)
- Civil rights organizations
- Social service organizations
- Members of the public who have voiced their concerns through a variety of channels, including in person, by phone or electronically.

Local media are also both a key audience and medium for reaching affected communities and will be included in the community relations plans.

5 COMMUNITY MEETINGS

- Community meetings for impacted populations and interested parties have been held during the past 60 days throughout the four Gulf Coast states. This includes populations within a three mile radius of each staging area.
- Future community meetings will be held as needed to keep all parties informed of project activities, status updates, etc. A list of currently planned meetings is provided in Annex 1.
- The frequency and format of future community meetings will be determined after consultation with area leaders and relevant agencies.
- Community meetings could take a number of forms ranging from town hall events to poster sessions as well as other regularly scheduled community events or meetings. Meetings could also include city council or other meetings of elected officials as well as homeowners association meetings which a BP representative has been invited to attend.
- The overall goal of the community meetings will be to provide the public with opportunities to identify issues, voice concerns or complaints and receive updated information on the status of waste management developments in their area.
- Some community meetings may focus exclusively on waste management-related issues. Other community meetings may address waste management topics during part of the meeting and then address other topics in response to the varying information needs of the community. In either case, the public will be given an opportunity to ask questions as well as voice their comments or complaints.
- The date, time and location of community meetings will be selected to provide easy access and attendance by a broad cross-section of the impacted communities, including populations within a three-mile radius of each staging area.



- BP will work with other agencies, such as EPA, DHS, U.S. Coast Guard, state environmental agencies, to provide site tours when appropriate and when it can be done safely. BP will set up site tours where appropriate and in consultation with local elected leaders and environmental agency personnel.
- Local media (newspaper, radio, television) and other communications tools will be used to announce upcoming community meetings. Whenever possible, announcements will be made at least five days in advance of the meetings.
- Fact sheets and other appropriate communications material will be produced for each community meeting to provide an update on waste management activities in the affected areas. (See below.)

6 WRITTEN MATERIALS, HANDOUTS, ELECTRONIC AND WEB-BASED COMMUNICATIONS

- A variety of written and electronic communications material focusing on waste management topics will be developed.
- All information will be written in layman's terms that are easy for the general public to understand.
- Where appropriate, information will be provided in languages spoken in the impacted community.
- Outreach material and handouts for community meetings will be provided to the appropriate state and local agencies for review and comment in advance of the meetings. In addition, federal, state and local agencies will be invited to provide any additional information or handouts during the community meetings.
- Community stakeholders are asked for input prior to finalizing outreach materials.
- Participants at community events can complete and submit an information request form for more information, questions or comments about waste management issues. Information from these forms is added to a database and a monthly summary will be posted with other public comments on the bp.com website.

Examples of types of fact sheets and handout material to be developed for affected communities:

A. Overview of disposal facilities/landfills as well as staging and decontamination areas

- Locations of facilities/landfills, and staging and decontamination areas
- Types and source of waste being accepted at each site
- Overview of facility operations, including dust, odor, noise control and site security
- Environmental safeguards
- Hours of operations
- Transportation routes
- Destination of waste
- How to report concerns
- How to get additional information
- Emergency procedures, contact information



B. Frequently Asked Questions

Waste management-related questions will be added to an ongoing list of “frequently asked questions” (FAQs) that will be made available during community meetings. In addition, the FAQs will be posted on the BP public website .

The FAQs will address common community questions, including but not limited to:

- Measures implemented to minimize impacts on local communities resulting from disposal facilities, staging areas, decontamination areas;
- Transportation routes
- How to report concerns
- Where to find additional information

7. **PUBLIC CONCERNS AND COMPLAINT TRACKING**

Two systems are being set up for tracking public concerns and complaints.

- A. A toll free number (866-448-5816) has been established at a BP call center to handle public concerns and complaint tracking related to environmental issues, including waste management. Callers to the number will have their comments and complaints recorded into a data base. Comments and complaints will then be routed to the appropriate team for a response and/or action in a timely manner.

The phone number will be answered by a live operator 24/7. The call center staff will also be able to:

- a. Provide information about upcoming community meetings;
- b. Submit a request for fact sheets and other material to be mailed to the caller.

- B. A web-based form for gathering and recording public concerns and complaints will also be created on the bp.com Gulf of Mexico Response web site. Comments and complaints will then be routed to the appropriate team for a response and/or action in a timely manner.

- C. A monthly summary of waste management community complaints and responses will be posted on the bp.com web site.

8. **PROMOTING WASTE MANAGEMENT COMMUNITY OUTREACH PLANS**

A. Publicity

Proactive media outreach will be an important component of the Community Outreach plan. Working closely with the appropriate Public Information Officers, the media plan for waste management may include any/all of the following:

- Develop/distribute news releases
- Conduct interviews with targeted reporters
- Conduct a media site tour with technical experts



- Conduct a news conference with key stakeholders
- Appear on local talk shows to address related issues to a specific project

B. Notifications

Where appropriate, flyers will be placed in high traffic areas (e.g. universities, public buildings, grocery stores, churches, community centers, health departments and libraries) to promote community meetings and related events dealing with waste management issues.

C. Email notifications

Members of the public from each community will also be encouraged to register on BP web sites for automatic email updates on waste management plans and community meetings. Once registered, they will receive timely updates related to community meetings and other developments related to waste management and community meetings in their area.

D. Deepwater Horizon Response Web Site

Two web sites will be used to support the community relations plan in support of the waste management plan:

- www.bp.com/gulfofmexicoresponse.com.
- www.deepwaterhorizonresponse.com

In addition to specific content on the waste management plan, these websites give key resources for accessing specific and general information about the MC252 Deepwater Horizon Response.

Other stakeholder websites will be encouraged to provide a link to the response websites on their respective web sites to help keep the community informed and engaged.



Annex 1 Speakers' Bureau Calendar

Date (s) Requested	State	Organization	Event Time	Date Event Approved	Event Address
7/13/2010	AL	MillerCoors Brewing	1:30-2:00 p.m.	7/9/2010	Gulf Distributing, 3378 Moffett Rd, Mobile, AL 36607
7/14/2010	AL	Alabama Restaurant Association and Hospitality Association Meeting	2:30 p.m.	7/12/2010	Orange Beach @ the Wharf
7/15/2010	AL	Bay Coast Coaching & Consulting Partners, Inc. -Project Connect	8:30 a.m.- 3:45 p.m.	7/7/2010	International Trade Center, Killian Room (1st floor), 250 North Water Street, Mobile, AL 36602
7/16/2010	AL	Mobile & Baldwin County State Legislative Delegations	1:00-2:30 p.m.	7/12/2010	International Trade Club in Mobile
7/20/2010	AL	City of Daphne	6:30-8:30 p.m.	7/10/2010	Daphne City Hall Council Chamber, 1705 Main St., Daphne, AL 36526
7/23/2010	AL	Mobile Area Chamber of Commerce MBEC (Minority Business Enterprise Center)	2-3pm	7/19/2010	Mobile Area Chamber of Commerce - McGowin Room, 451 Government St., Mobile, AL 36602
7/27/2010	AL	Alabama Working Waterfront Coalition	3-5 p.m.	7/6/2010	Richard C. Shelby Center for Ecosystem- based Fisheries Management, Dauphin Island Sea Lab, Dauphin Island, Alabama
7/29/2010	AL	BP Community Outreach	7/29 (3- 7pm) and 7/30 (8- 11am)	7/17/2010	The Wharf Conference Center, 4671 Wharf Parkway West, Orange Beach, AL 36561
8/6/2010	AL	International Association of Exhibitions & Events (IAEE) of Southeastern Chapter	12:00 p.m. - 1:30 p.m.	7/14/2010	Arthur Outlaw Mobile Convention Center
8/26/2010	AL	Downtown Mobile Rotary Club	12:15 p.m.	6/29/2010	Battle House Hotel, Mobile, AL
7/15/2010	FL	Perdido Key Chamber	5:30-7:00 p.m.	7/1/2010	13660 Innerarity Point Rd., Pensacola, FL 32507
7/16/2010	FL	Howard Group/Silver Sands Factory Outlet 10562 Emerald Coast Parkway West, Suite 200 Destin FL 32550	2-4 p.m.	7/9/2010	LeGrand Cirque Tent Grand Blvd. Sponsored by the Howard Group/ Silver Sands Factory Outlet
7/17/2010	FL	BP Community Outreach in conjunction with USCG PR	10:00 a.m. - 1:00 p.m.	7/10/2010	Hilton Pensacola Beach, Ballroom A. 12 Via De Luna Dr, Gulf Breeze, FL 32561
7/28/2010	FL	Bay Area Resource Council (BARC)	1:00-4:00 p.m.	7/10/2010	Pensacola City Hall, 222 W. Main Street, Pensacola, FL
7/29/2010	FL	Pensacola Yacht Club	12:00-1:30 p.m.	7/10/2010	1897 Cypress Street, Pensacola, FL
8/5/2010	FL	Perdido Key Chamber	5:30-7:00 p.m.	7/1/2010	13660 Innerarity Point Rd., Pensacola, FL 32507
5/24/2010	LA	St Bernard Parish Town Hall	7:00-8:30 p.m.		Civic Center Grand Ballroom 3220 Jean Lafitte Pkwy Chalmette, LA
5/24/2010	LA	Terrebonne Parish Town Hall w/Rep Cao	9:00 a.m.- 7:00 p.m.		Alario Center 2000 Segnette Blvd Westwego, LA
5/25/2010	LA	Plaquemines Parish Town Hall w/Pres Billy Nungesser	6 pm		Boothville-Venice Elementary School Gym 1 Oiler Dr Buras, LA
5/26/2010	LA	Plaquemines Parish Town Hall w/Pres Billy Nungesser	6 pm		Phoenix High School Gym 13073 Hwy 15 Braithwaite, LA
6/1/2010	LA	St Tammy Town Hall w/LSU Sea Grant Extension	6 pm		Slidell High School Cafeteria 1 Tiger Dr Slidell, LA



Date (s) Requested	State	Organization	Event Time	Date Event Approved	Event Address
6/8/2010	LA	Plaquemines Parish (West) Expo	6 pm		Belle Chase Auditorium 8398 Hwy 23 Belle Chase, LA
6/10/2010	LA	Plaquemines Parish (East) Expo	6 pm		Phoenix High School 13073 Highway 15 Braithwaite, LA 70040
6/11/2010	LA	Terrebonne Parish Expo	6 pm		Houma Civic Center 346 Civic Center Blvd Houma, LA
6/15/2010	LA	Cameron Parish Expo	5:30 pm		Hackberry Community Center 986 Main St Hackberry, LA
6/16/2010	LA	St Bernard Parish Open House			Council on Aging 8201 W. Judge Perez Dr Chalmette, LA
6/17/2010	LA	St Mary Parish Open House			Baldwin Civic Center 305 Hwy 83 Baldwin, LA
6/21/2010	LA	Lafourche Parish Open House			Larose Civic Center 307 East 5 th St Larose, LA
6/22/2010	LA	Jefferson Parish (Lafitte) Open House			Fisher High School 2529 Jean Lafitte Blvd Jean Lafitte, LA 70067
6/23/2010	LA	Orleans Parish Open House			City Park Two Sisters Pavillion 12 Victory Park Ave New Orleans, LA 70124
06/29/10	LA	Iberia Parish Open House	6 pm		Caneview Elem School 5301 Hwy 90 E. Frontage Rd New Iberia, LA 70560
07/01/10	LA	Terrebonne Parish Open House Houma Civic Center	6 p.m.		346 Houma Civic Ctr. Blvd. Houma, LA 70360
07/08/10	LA	Lafourche Parish Open House Moses Comm. Center	6-8 p.m.		1310 Cardinal Thibodaux, LA
07/20/10	LA	Vermillion Open House Vietnamese Hall	6-8 p.m.		1201 Lafitte St. Abbeville, LA
07/27/10	LA	St. Tammany Open House Fontainebleau HS	6-8 p.m.		100 Bulldog Drive Mandeville, LA
07/29/10	LA	St. Mary Parish Open House AARP	6-8 p.m.		4014 Chennault St. Morgan City, LA
08/03/10	LA	Cameron Parish Location TBA	6 p.m.		Location TBA
08/19/10	LA	St Bernard Parish Location TBA	6 p.m.		Location TBA
7/8/2010	MS	Asian Americans For Change Oil Spill Resources and Claims Fair	12-8 p.m.	6/26/2010	Mississippi Coast Coliseum 2350 Beach Blvd., Biloxi, MS 39531
7/13/2010	MS	Mississippi Hospitality & Restaurant Association	6:00 p.m.	7/6/2010	Scranton's Restaurant 623 Delmas Ave. Pascagoula, MS
7/20/2010	MS	NAACP	7 p.m.	7/6/2010	Isaiah Fredericks Community Center, 3312 Martin Luther King Blvd., Gulf Port, MS 39501
7/22/2010	MS	Jackson County Board of Supervisors	6-8 p.m.	7/10/2010	Civic Center of Pascagoula, 2902 Shortcut Road, Pascagoula, MS 39567-1842
7/29/2010	MS	City of Gulfport, P.O. Box 10183, Gulfport, MS 39505-2425	6-8 p.m.	7/7/2010	Katie Patterson BoothHewes Avenue, Gulfport, MS



Annex 2 Community Outreach Summary

	Town Hall Meetings	Visitors to Outreach Offices	Briefings EOC	Briefings Governor/ Governor's Office	Other Meetings*
Alabama					
Baldwin	40	4745	16	0	25
Mobile	32	113	111	5	68
Total	71	4870	127	5	90
Florida					
Escambia	15	1315	110	5	32
Santa Rosa	1	344	57	3	86
Okaloosa	35	373	118	0	61
Bay County	4	995	116	0	54
Walton	8	280	38	0	34
Gulf	2	290	13	0	20
Franklin	64	292	88	1	49
Wakulla	4	512	84	0	7
Jefferson	0	8	2	13	17
Taylor	3	0	8	0	11
Total	134	4322	633	22	360
Louisiana					
All Parishes	24	5000+	Daily	Daily***	300+
Total	24	5000+	Daily	Daily***	300+
Mississippi					
Hancock	36	1687	65	26	34
Harrison	1	1173	172	0	70
Jackson	7	1417	118	0	32
Total	44	4234	352	26	133
GRAND TOTAL	293	18426+	1112+	53+	883+

*Shrimper's Associations, Local Businesses, Community Organizations, Civic Organizations, etc.

** Denotes current re-evaluated data

*** Daily except Sundays

Revision log		
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Revision date	Content owner Name / title	Revision details